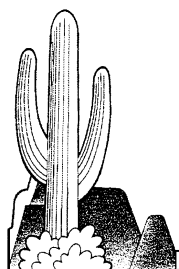
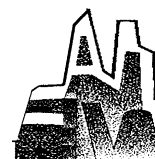


# Talking Book News



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Hours: M-F, 8:00 a.m. to 5:00 p.m.



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SPRING 2011

## **BOOK: When One Word is Enough**

Erin Pawlus, Reader Advisor

I am utterly fascinated by nonfiction books with one word titles. Granted, they are often followed by explanatory subtitles, but they are fun nonetheless. Psychologists seem particularly smitten with the trend, which leads me to believe that they are influencing my behavior without my knowledge. No matter! The following examples are recent titles available in the digital format.

### ***Sway: The Irresistible Pull of Irrational Behavior***

By Ori and Rom Brafman  
RC/DB 67217

Organizational expert Ori Brafman and his brother, psychologist Rom Brafman, explore the psychological forces that undermine rational thinking. They use real-life examples to demonstrate that the desire to avoid loss and the inclination to remain committed to initial assessments can influence one's decision-making process--sometimes with detrimental effects.

### ***Traffic: Why We Drive the Way We Do (and What It Says about Us)***

By Tom Vanderbilt  
RC/DB 67537

Journalist analyzes the theories and science of traffic to explain technical

factors that make it work and human factors that affect it. Explains the ways individual perception and cognition contribute to traffic jams and road rage. Discusses safety issues and international differences in driving. Bestseller.

### ***Buyology: Truth and Lies about Why We Buy***

By Martin Lindström  
DB/RC 68128

Marketing expert explains "buyology," his term for the subconscious thoughts, feelings, and desires that drive consumer decisions. Discusses findings from a three-year, multimillion-dollar neuromarketing experiment that gauged responses to products and advertisements and tried to determine the ways sex, religion, subliminal messages and bodily senses influence purchasing.

### ***Snoop: What Your Stuff Says about You***

By Sam Gosling  
DB/RC 68135

Psychology professor explores what web pages, home and office spaces, and personal possessions such as music collections reveal about people's character and personality, behavior, values, and goals. Draws on psychological research and case studies and offers suggestions

*Continued on page 2...*

for perfecting the art of snooping to learn more about another person.

### **Switch: How to Change Things When Change Is Hard**

By Chip and Dan Heath

DB 70754

The Heath brothers use case studies of individuals, schools, and companies to illustrate principles of behavior change. They describe ways to motivate employees, family, and oneself to alter habits by balancing the rational and irrational minds. Examples include conquering drug addiction, disruptive behavior, and poor diets. Bestseller.

### **80 YEARS OF TALKING BOOKS**

The National Library Service for the Blind and Physically Handicapped (NLS) cele-



brated its 80<sup>th</sup> anniversary on March 3, 2011. This free library service delivers reading materials to the homes of approved patrons via the U.S. mail. The program now includes digital cartridges, and downloadable books and magazines over the Internet in audio and Braille formats.

### **Summer Reading 2011: “One World, Many Stories” and “You are Here”**

Attention Young Readers: This summer, the Arizona State Braille and Talking Book Library will proudly present the “One World, Many Stories” and “You are Here” reading programs, and we want *you* to participate!

The program dates will be  
June 6<sup>th</sup> – July 24<sup>th</sup>, 2011.

Juvenile readers, age preschool through 6<sup>th</sup> grade, come discover “One World, Many Stories.” We invite you to transport yourself far, far away - perhaps to China, Brazil or Australia - through books and stories. Learn about other people and places; understand what we all have in common and also how we are unique and special.

Junior high and high school age readers, the program for you is “You are Here.” This summer, mark yourself on the map and declare You are Here as you transport yourself to new worlds and travel to far off destinations through books and stories.

*Continued on page 3 ...*

Any mention of products and services in *Talking Book News* is for information only and does not imply endorsement.

Talking Book News is also available in Braille, on cassette and on our web site at [lib.az.us/braille/](http://lib.az.us/braille/). If you would like to receive this newsletter on cassette or in Braille, please call 602-255-5578 or 1-800-255-5578.

TALKING BOOK NEWS is published by the Arizona State Braille and Talking Book Library Division, Arizona State Library, Archives & Public Records, Director: Linda Montgomery  
Ron Bryant.

1030 N. 32nd Street  
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PROVIDING ACCESS  
*Preserving Arizona*

Read three books to earn a prize. Books that qualify can be talking books or Braille books from the Braille and Talking Book Library, downloaded books, or books found at your local public library. When you're ready to receive a prize – call, email or send Nicole your list of books that you've read. Be sure to let us know about those books that you've read that you really enjoyed. And keep reading all summer long!

Check out the booklists listed under the Summer Reading Program at the Talking Book Library Young Readers webpage: <http://www.lib.az.us/braille/young.aspx>. You'll find some great books about faraway places.

If you have any questions, please contact Nicole at 602-255-5578, toll-free outside the Phoenix area at 1-800-255-5578, or by email: [nlind@lib.az.us](mailto:nlind@lib.az.us).

Have Fun Reading!



**Reading Takes You Places**

## **CHOICE MAGAZINE LISTENING CHANGE**

Within the next two years, CML will no longer be made available through libraries. It will be available through free individual subscription mailed directly your home on digital cartridge to be played on the new book players. CML is now in the process of accepting applications for this change. Call 516-883-8280, or toll-free at 1-888-724-6423, or email at [choicemag@aol.com](mailto:choicemag@aol.com).

Choice Magazine Listening is a free audio anthology for a special audience of blind, visually impaired, physically disabled, or dyslexic subscribers. CML was created in 1962 by the nonprofit Lucerna Fund to offer the best of contemporary magazine writing, completely without charge, to adults unable to read standard print. CML selects and records memorable writing from approximately 100 leading magazines.

## **BOOK TALK**

Book talk is presented by Reader Advisor Henry Hayden and is a review of books. Comments and suggestions are invited through emails [hhayden@lib.az.us](mailto:hhayden@lib.az.us) or by calling 602-255-5578.

Are you tired of being in a state of panic? Need some relief from food and oil prices, hateful politics, declining economics, and doom spreaders in general? There really is a way to put the joy of Spring back in your life, feel some adventure, and experience the positive wonders we so often neglect. Welcome to the world of travel books!!

Here are some more top traveling adventures guaranteed to thrill you:

**“The Geography of Bliss: One Grump’s Search for the Happiest Places in the World.” DB/RC Bard 65862 by Erick Weiner – Narrated by Jack Fox (11hours and 49 minutes).**

NLS annotation: “National Public Radio foreign correspondent and self-proclaimed curmudgeon Weiner describes places he visited during a year-

*Continued on page 4 ...*

*Continued from page 3...*

long hunt for the happiest people. Investigates conditions in the Netherlands, Switzerland, Bhutan, Qatar, Iceland, Moldova, Thailand, Great Britain, India, and the United States. Bestseller 2008."

**"Jewish Heritage Travel: A Guide to Eastern Europe." DB/RC Bard 66587 by Ruth Ellen Gruber – Narrated by Suzanne Toren (17 hours and 37 minutes).**

NLS annotation: " Guide to hundreds of synagogues, cemeteries, Jewish communities, museums, Holocaust memorials and sites of Jewish interest in fourteen eastern European countries including the Czech Republic, Lithuania, Poland, Romania, and Ukraine. The author reflects on the legacy of World War II and postwar communism. Includes travel tips and resources. 2007."

**"Frommer's Five Hundred Places to See before They Disappear" DB/RC Bard 69213 by Holly Hughes – Narrated by Butch Hoover (30 hours and 10 minutes).**

NLS annotation: " A guide to cultural, historic, and natural destinations threatened by both human and environmental forces. Suggestions include visiting California's redwood forests., Egypt's pyramids, China's giant pandas, Italy's Leaning Tower of Pisa, the Berlin Wall, and the snows of Kilimanjaro. Provides brief overviews, hotel recommendations, price ranges, and contact information. 2009."

(P.S. If you find all of these books totally fascinating, as I do, talk to your reader advisement librarian about adding travel to your reading preferences list.)

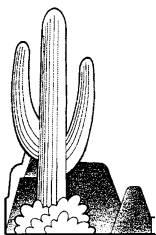
## GILBERT LIONS CLUB

Here's to some of the Gilbert Lions I had the pleasure of meeting a few Saturdays ago at the Sam's Club San Tan Village. They officially meet on the 2<sup>nd</sup> and 4<sup>th</sup> Mondays at 7:00p.m. at the Black Bear Diner, 1809 East Baseline Road. Those interested in membership are cordially invited to join. For more information you may email them at [gibertlions@hotmail.com](mailto:gibertlions@hotmail.com) or write, Gilbert Lions Club, P.O. Box 347, Gilbert, AZ 85234.

## SURVEY 2010

The results are in from the surveys we sent to 1,000 randomly selected patrons. Thank you to those who took the time and effort to respond to our questions concerning contact with the library, book selection, the new digital products, and overall satisfaction with the library. High marks again included patron interaction with staff and amount of books received. Respondents stated that they are really enjoying the new digital format. Overall satisfaction with the Arizona Talking Book library is even higher than the last survey.

We also learned that patrons who use a computer to search online or fill out request forms list satisfaction with the service higher than those who utilize the auto-select function based on preferences.



# Volunteer News

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## ANNUAL VOLUNTEER RECOGNITION EVENT HELD AT HALL OF FLAME MUSEUM



Our volunteers' hearts are on fire with a desire to make a difference! This was the theme of the 31<sup>st</sup> Annual Volunteer Recognition Event held on March 26. The Hall of Flame Museum provided an interesting backdrop for the event.

130 volunteers and guests enjoyed an awards presentation, patron guest speaker Alice Haverland, a buffet reception, door prizes and the Sounds of Harmony, a local quartet. An impromptu "bachelorette party" for departing Library Department Director, GladysAnn Wells, generated fun and laughter. Everyone was free to tour the museum before or after the event.

Many volunteers were recognized individually for their accomplishments. 1,000 hour awards, which include a letter from Governor Brewer and a name plate added to the permanent plaque in the hallway at BTBL, went to volunteers



Garth Andrews (reader, director, Phoenix studio), Mike Coleman (Phoenix machine repair), Joe Giumette (reader, Phoenix studio)

and Marsha Young (director, reviewer, editor, Phoenix studio and machine repair in Sun City).

John Schumacher (RRRB director, trainer and implementer of the Sun City studio digital conversion) received a 5,000 hour award, which included a name plate and a crystal box. Rudy Sikler (Sun City and formerly Mesa machine repair) was recognized for 10,000 hours of volunteer service.

Four volunteers also received Lifetime Achievement Awards. These are presented when volunteers reach 25 years of continuous service. This year's recipients were Dwight Brahs (reader, director, Phoenix studio), Lois Brock (reader, reviewer, Phoenix studio), George Friend (Phoenix machine repair) and Judy Johnston (audition evaluator and former reader, Phoenix studio). A newly created Volunteer Emeritus Award was presented to retiring volunteers Joan Miller and Olive Swearengin.

Thanks go to the Friends of Arizona Braille and Talking Books for sponsoring this annual event.



*10,000 hr. volunteer  
 Rudy Sikler with  
 retiring Library  
 Department Director  
 GladysAnn Wells*

## ARIZONA WOMEN'S HALL OF FAME

The Arizona Women's Hall of Fame is a project that recognizes, posthumously, Arizona women who have significant impact on the history of Arizona. It is sponsored by the Arizona State Library, Archives and Public Records Department, the Arizona Historical Society, the Arizona Humanities Council, the Governor's Division for Women and the Sharlot Hall Museum.

On March 10, 2011, five notable women – Helene Thomas Bennett, Alice Birdsall, Pauline Bates Brown, Jean Maddock Clark, Anne L. Lindeman – were inducted into the Arizona Women's Hall of Fame at the 27<sup>th</sup> induction ceremony at the Carnegie Center, 1101 W. Washington St., Phoenix. Planners decided this year to add an element to the program - a dedication of the ceremony to a female Arizona Braille and Talking Book Library Volunteer who passed away during 2010. The volunteer selected was Marilyn Pentkowski.

Marilyn was a recording studio volunteer for the Arizona Braille and Talking Book Library from 1983-2008. She originally auditioned and was a reader. More of her time was given as a director of audio books with volunteer reader Judy Johnston. Marilyn would come into the studio in the early evening following her workday as a receptionist for the Phoenix law firm of Evans, Kitchel, Jenks and then Cavanagh Law Firm. Through her efforts as reader and director, 51 books were added to the Arizona Collection. Marilyn also made hundreds of paper cutouts, all of which were her own designs. Many of those can be seen at BTBL.

Marilyn and her husband Jim raised nine children. Five of them, plus several grandchildren, were able to attend the ceremony at the Carnegie Center.



*2005 photo of Marilyn Pentkowski with eight of her children*

The Carnegie Center is an historic building that is open to the public. For more information about the Arizona Women's Hall of Fame and the 2011 inductees, go to [www.lib.az.us/awhof](http://www.lib.az.us/awhof).

## VOLUNTEER SPOTLIGHT

The Tucson Talking Books Repair Group



By Marilyn Bedell, photos by Patti Pace, (Tucson Machine Repair Volunteers)

We are a group of about 8 people who gather once a week to repair Talking Books. The Pioneers are a group of active and retired telephone people who devote their time to giving to worthy causes. Qwest Communications has supported us for years in many ways. Pioneers have been fixing the machines for over 50 years and in Tucson the telephone company has furnished a work place for us all along.

Let me tell you about some of our people. Marilyn Bedell started out weeding records to condense the collection eighteen years ago when we

*Continued on page 6...*

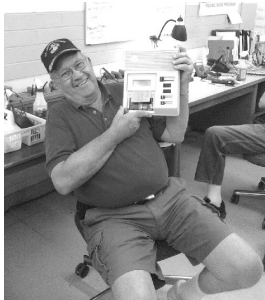
were changing from records to C1 tape machines. When that ran out, she wanted to do more, she wanted to fix machines. At that time women were not considered for the job, but there was an opening for a record keeper and quality control person and the group was glad to have a woman for that position, so she became the leader.



*Jim Morgan and  
lead volunteer  
Marilyn Bedell*

Jim Morgan has been in the group for 16 years. He is a fun loving man who comes early to get a lot done. He came as a retiree from Lucent and Bell Labs. Jim helps anyone to learn more about the machines as help is needed. One of his jobs is to take the cases to the post office.

Next in line is Jim Hartigan. Jim's wife has an eye problem and uses the machines. When she wanted to have him volunteer for something to get him out of the house, he chose the talking books.



*Jim Hartigan  
displays a  
completed  
machine*

Patti Pace was an installer before retiring. She worked and knew a lot about fixing things. She believes reading is the most rewarding thing people can do and she wanted to help sight impaired folks so that they would not miss out on the joy of reading.

Tina Herrmann came to us as a retired teacher. She made a deal with Jim Morgan: he volunteered at her school

when she was teaching, then she was to volunteer at our Talking Books group when she retired. "I love it", was her comment when asked why she continued to volunteer. Recently she ran the craft show for the Pioneers. She is a little thing. For exercise she boxes.

Steve Gallego is our whirlwind, a hidden treasure. He knows how to analyze a problem, and then fix it. He works tirelessly during the week and also does our quality control work. If you have a question, he is always ready to help. Here is a man that takes great pleasure fixing things for people who can't. Steve works all through the week so that our production has gone way up.

Chuck Baker recently joined our group for the camaraderie and reward of volunteering. His telephone career offered a background working with tools. He applied this ability to learning to repair machines. Then he recruited his friend, Bill Cicala. Bill likes to volunteer, he comes every week and has a mechanical background. He only misses when other volunteer jobs get in the way; ie, currently he is in Haiti building houses.



*Bill Cicala  
repairs a  
cassette  
machine*

We all care so much about the people we help.

# ARIZONA STATE BRAILLE & TALKING BOOK LIBRARY

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TALKING BOOK NEWS

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## EMERITUS VOLUNTEERS

e-mer-i-tus – *adj.* Retired but retaining an honorary title corresponding to that held immediately before retirement (American Heritage Dictionary – Second College Edition)

Often, ideas sit awhile before they come to fruition. Such is the case with our new volunteer award, Emeritus Volunteer. Emeritus Volunteer is the way we have developed to recognize our retired volunteers. A committee of six volunteers met and discussed this idea and gave input on the criteria. Criteria for the award are 15 years or over 2,000 hours of service or exceptional dedication in a specific area and a desire to continue volunteering but inability to do so due to a change in circumstances (residence, health, mobility, combination).

Many of our volunteers don't begin their tenure with us until they retire from



*Emeritus Volunteers  
Joan Miller (left) and  
Olive Swearengin  
are congratulated  
by retiring Library  
Department Director,  
GladysAnn Wells*

the workplace. Others begin during various other stages of life. As the years go on, circumstances might create a situation that necessitates retiring from their long held volunteer position. To honor their volunteer service and offer the opportunity to stay connected to us in a specific way, we created the Emeritus Volunteer Award.

Our first Emeritus Volunteers, Joan Miller and Olive Swearengin, were recognized at the Volunteer Reception on March 26. Joan volunteered for 16 years in our recording studio and has 2900 hours of service. She is moving to New York in June. Olive volunteered for 26 years as a studio reader and director. Her decision to stop driving meant she could no longer get to the studio to read. Theirs are the first two names on the new Emeritus Volunteer plaque.

It is our intention to recognize Emeritus Volunteers at any time during the year, not solely at the annual volunteer recognition event.